


Memorandum



Date: March 16, 2012

To: Mario Goderich, Deputy Director
Sustainability, Planning & Economic Enhancement Department (SPEED)

From: Milton L. Collins, Associate Director 
Miami-Dade Aviation, Minority Affairs Division

Subject: Economic Impact Study
RFQ No. MDAD-12-01
Revised Recommendation

REVISED RECOMMENDATION:

The User Department has advised that the Commodity Code to be utilized will be 96129-Economic Impact Study. Attached is the revised MDAD's Contract Measures and Analysis Worksheet. The Scope and the Estimated Contract Amount remain the same.

This is a request for the Small Business Development (SBD) Division to approve the attached Small Business Enterprise Program (SBE) Contract Measure in order for the Department to proceed with the Request for Qualifications (RFQ) advertising for **Economic Impact Study, RFQ No. MDAD-12-01**. The Aviation passenger and cargo activities create a significant economic impact throughout the Greater Miami area, the State of Florida, and the southeastern US region. The purpose of this study is to quantify the economic contribution of Miami International Airport, Seaport and the General Aviation Airports (GAA) on the local and regional economies. The Miami-Dade Aviation Department invites proposals from qualified persons or qualified firms interested in providing Consultant Services for the Economic Impact Study of the Miami-Dade Aviation, Seaport and the General Aviation Airports. The Proposer should have a minimum of five (5) years experience in conducting airport and seaport economic impact studies. The proposal should supply information concerning the qualifications and experience of the proposing firm, the Subconsultants, and the proposed project team for this study. The firm would need to indicate their recent experience in the development and implementation of airport economic impact studies. Provide a list of specific examples of appropriate experience in any relevant past or on-going projects. Describe each project in detail, including the name of the client, the completion date and location of the project, and a contact name and phone number for the client. The same information should be provided for all Subconsultants proposed for the project.

The term of the Agreement shall be for three (3) years from the date of execution by all parties and shall begin upon execution by the parties and shall be in effect until all services are completed or until those Service Orders in force at the end of the stated period of time have been completed and the services accepted whichever may be the later. The County shall have no obligation to issue any Service Order(s). The total amount authorized for services and reimbursable expenses is not to exceed Eighty Five Thousand dollars (\$85,000.00) for MIA and Seventy Eight Thousand dollars \$78,000.00 for the Seaport unless otherwise adjusted by the County for an estimated contract amount of **\$163,000.00**.

The Minority Affairs Division staff has evaluated the subject project and recommends a **15% SBE Goal** as the Contract Measure. Attached are the Revised MDAD's Contract Measure Analysis Worksheet and the Anticipated Services Breakdown worksheets and other supporting documents.

BACKGROUND MIA:

The study will estimate the 2011 economic impact for the passenger and cargo activities at Miami International Airport on the Greater Miami, State of Florida and Southeast regional economies as it relates to jobs, employee earnings, business revenue, state and local taxes, and federal airport-specific taxes.

The study should be designated to facilitate two (2) updates of the economic impact by the consultant, for the years 2012 and 2013. Each update should reflect changes associated with capital construction and expansion projects at MIA, passenger and cargo traffic, domestic versus international passengers, aircraft mix and travel purpose.

The study will also determine the direct jobs and earnings impacts within various employment sectors such as cargo airlines, freight forwarders, passenger airlines, concessions, parking, Miami-Dade Aviation Department, fixed base operators, federal government, catering, limousines, shuttle vans, taxis, rental cars, construction and consulting.

The study will further determine the economic contribution of Miami International Airport on the visitor industry expressed in terms of jobs, earnings and revenue. Such impacts will be further categorized by visitor industry sectors including hotel, restaurants, entertainment, retail and ground transportation (taxis, limousines, buses, trains, etc).

The study will determine economic contributions of MIA on the air cargo/international trade industry expressed in terms of jobs, earnings, and revenues. Such impacts will be further categorized by the air cargo/international trade sectors including cargo airlines, cargo handling companies, IAC's (Indirect Air Carriers), freight forwarders and agents, customs brokers, air freight trucking services, federal inspection and regulatory agencies, and the on/off airport warehouse areas.

The study will determine economic contribution of MIA and overall impact on the cruise industry. Final study will include formula for calculations and whole numbers to quantify total cruise traffic originating/terminating at MIA; domestic component of this whole number; international component of this whole number. Further breakdown of MIA's cruise passengers will provide percentage bound for the Seaport and Port Everglades.

Separately, the study will estimate the economic contribution for each of the General Aviation Airports (Kendall-Tamiami Executive Airport; Homestead General Airport; Opa-Locka Airport; and the Training and the Transition Airport in Collier County) to the jurisdictions in which they are located as well as the Greater Miami area.

The study will also estimate the combined economic impact of all airports (Miami International Airport; Kendall-Tamiami Executive Airport; Homestead General Airport; Opa-Locka Airport; and the Training and Transition Airport in Collier County) operated within the Miami-Dade County airport system.

Finally, the consultant will produce upon request from the Miami-Dade Aviation Department, the estimated economic impact on the Greater Miami area, of the twelve (assume four during each of the years 2012, 2013 and 2014 proposed air routes from Miami to select destinations.

BACKGROUND SEAPORT:

The purpose of this study is to quantify the economic contributions of the Seaport to the local and regional economies. The study will determine the Fiscal Year 2011 economic impact for passenger and cargo activities at the Seaport to Greater Miami, State of Florida and Southeast Regional economies as it relates to jobs, employee earnings, business revenue and local and state taxes.

Economic impacts associated with cargo vessel activity include, but are not limited to: lines/agents, shippers/consignees, pilots, stevedores, ILA, tug & barge operators, bunkering, transportation, truckers, freight forwards, warehousing and financial sectors.

Economic impacts associated with the Seaport's cruise activity include, but are not limited to: cruise line operations, ship provisioning, pilots, stevedores, passenger and crew spending and ground transportation.

The study will further determine the economic contributions of the Seaport to the visitor industry expressed in terms of jobs, earnings and revenue. Such impacts will be further categorized by visitor industry sectors including hotels, restaurants, entertainment, retail and ground transportation. Additionally, it will estimate the number of cruise passengers arriving at the Miami International Airport versus Fort Lauderdale/Hollywood Airport.

The implementation and findings of this study will be designed to facilitate an update by the consultant for fiscal years 2012 and 2013 and 2014. The update should reflect changes associated with capital construction and expansion projects at the Seaport as well as passenger and cargo traffic patterns.

If there are any questions, please call me at (305) 876-7221 or C. Corrales at (305) 876-7991.

Attachments


MLC/cc

cc: L. Johnson, SPEED
V. Walters, SPEED
V. Clark, SPEED
C. Mangos, MDAD
M. Clark-Vincent, MDAD
AM. Saks, MDAD
C. Corrales, MDAD
Project File

REVISED MDAD's CONTRACT MEASURES AND ANALYSIS WORKSHEET

**To: Mario Goderich, Deputy Director
Sustainability, Planning & Economic Enhancement Department**

From: Milton L. Collins, Associate Director
Minority Affairs Division
Miami-Dade Aviation Department



PROJECT/CONTRACT TITLE: Economic Impact Study
PROJECT/CONTRACT NUMBER: RFQ No. MDAD-12-01
DEPARTMENT: Miami Dade Aviation Department
ESTIMATED PROJECT COST: \$163,000.00
FUNDING SOURCE: Marketing Budget

DESCRIPTION OF PROJECT/BID:

The Miami Dade Aviation Department invites proposals from qualified persons or qualified firms in providing Consultant Services for the Economic Impact Study of the Miami-Dade Aviation, Seaport and the General Aviation Airports. The study will determine the Fiscal Year 2011 economic impact for passenger and cargo activities at the Seaport to Greater Miami, State of Florida and Southeast regional economies as it relates to jobs, employee earnings, business revenue and local and state taxes.

CONTRACT MEASURES RECOMMENDATION:

Measures 15% SBE Goal

REASONS FOR RECOMMENDATION:

Analysis of the factors contained in Ordinance 05-29 and A.O. 3-41 indicates that an SBE Goal is appropriate for this contract.

ANALYSIS FOR RECOMMENDATION OF A SUBCONTRACTOR GOAL:

<u>Sub-Trade</u>	<u>Estimated Cost</u>	<u>% of Item to Base Bid</u>
96129 Economic Impact Study	\$24,450.00	15%

**MIAMI-DADE AVIATION DEPARTMENT
ANTICIPATED SERVICES BREAKDOWN**

Project Name: Miami-Dade County Aviation Impact Study
Estimated Fee: ~~\$35,000.00 (R/A)~~ \$ 78,000.00 (Seaport)
Type of Services (Consulting, etc.): Consulting

DESCRIPTION OF SERVICES (BREAKDOWN)	PRIME WORK %	SUB WORK %	TOTAL % OF WORK REQUIRED
1. Survey of Airport Businesses	50%		50%
2. Survey of Airport Passenger demographics and spending	10%		10%
3. Conduct and Analyze Study	15%		15%
4. Design, copy, graphics and reproduction of surveys, print reports/printed materials		15%	15%
5. Update Study for years 2012 and 2013	5%		5%
6. Conduct 12 Air Route Impact Studies and produce reports	5%		5%
TOTAL			100%

From: Corrales, Caridad (Aviation)
Sent: Wednesday, March 14, 2012 4:13 PM
To: Mangos, Chris (Aviation)
Cc: Saks, Ana Maria (Aviation); Clark-Vincent, Marie (Aviation); Collins, Milton (Aviation)
Subject: RE: Recommendation Memo to SBD

Good afternoon Mr. Mangos, please advise as to which below commodity code would apply to this project.

Caridad "Cookie" Corrales
Contract Compliance Specialist II
MDAD-Minority Affairs Division
Phone: (305) 876-7991 Fax: (305)-876-0382
E-mail: ccorrales@miami-airport.com

From: Walters, Vivian (SPEE)
Sent: Wednesday, March 14, 2012 3:49 PM
To: Corrales, Caridad (Aviation)
Cc: Mangos, Chris (Aviation); Saks, Ana Maria (Aviation); Clark-Vincent, Marie (Aviation); Collins, Milton (Aviation); Johnson, Laurie (SPEE)
Subject: RE: Recommendation Memo to SBD

SBD is in receipt of the memo for the subject project. Your response to the following with aid in the analysis of the same:

- i. Is the entire scope of services covered by “**only**” one Commodity Code? (if not please provide the others).
- ii. **91800 Consulting Services** is very broad. Please clarify which specific Commodity Code(s) is/are required to effectively cover the scope of services as depicted by the memo. (e.g. there are consulting services specific to “*Economics/Finance 91849*”; “*91858 Governmental Consulting*”; “*91875 Management Consulting*”; this is not to suggest that any of these are applicable to this specific project...that’s a determination that would be made by the user departments/s based on the needs of the project).

The intent is to ensure that when the SBE firms are polled, the correct group/s in the applicable “Commodity Code/s” are polled and with the correct information. Please advise accordingly.

Regards,

Vivian O. Walters, Jr.
Contract Development Specialist II
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“*Delivering Excellence Every Day*”

"For the New Project Review & Analysis Process"